

Message Text

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FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 2240

INFO AMCONSUL MONTREAL

ALL OTHER CONSULAR POSTS IN CANADA

UNCLAS OTTAWA 296

E.O. 11652: N/A

TAGS: BEXP, CA

SUBJ: FY 1977 COUNTRY COMMERCIAL PROGRAM PROGRESS REPORT

1. SUMMARY. OVERALL CCP ACCOMPLISHMENT FOR FIRST QUARTER FY 1977 EXCEEDED TARGETS, WITH EMPHASAS ON SOME CAMPAIGNS DELAYING START OF OTHER CAMPAIGNS. EXPERIMENTAL REGIONAL TRADE PROMOTION PROGRAM GOT OFF TO GOOD START AND APPEARS TO BE WELL RECEIVED BY DOC DISTRICT OFFICES. END SUMMARY.

2. CAMPAIGN NO. 2 GOALS FAR EXCEEDED, WITH VANCOUVER MAKING FOUR CONTACTS WHERE NONE WERE SCHEDULED AND MONTREAL SEVEN WHERE FIVE REQUIRED, AND ADDITIONALLY ONE SIGNIFICANT TENDER SUBMITTED. CAMPAIGN NO. 5 GOALS ALSO SURPASSED, WITH VANCOUVER MAKING 12 CONTACTS RESULTING IN FOUR TOS WHERE NONE WERE REQUIRED. TORONTO UNABLE PROMOTE NEWCOM SHOW BECAUSE PROMOTION LITERATURE NOT YET AVAILABLE FROM ELECTRONICS INDUSTRY SHOW CORP.

3. BECAUSE OF VANCOUVER'S EMPHASIS ON CAMPAIGNS 2 AND 5, IT DID NOT RESUME FY 1976 ACTIVITY IN CAMPAIGN NO. 1; HOWEVER, MONTREAL COMPLETED FIVE REQUIRED CONTACTS. KITCHENER INDUSTRIAL AND
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BUSINESS EQUIPMENT SHOW RESCHEDULED FOR MAY 3-5, AND MILESTONES ADJUSTED ACCORDINGLY.

4. CAMPAIGN NO. 3, MONTREAL COMPLETED FIVE OF FIVE CONTACTS REQUIRED AND SUBMITTED ONE TO, WHILE TORONTO COMPLETED DESK MARKET SURVEY (TORONTO A-2, JANUARY 7, 1977).

5. CAMPAIGN NO. 4. WHILE ONLY ONE CONTACT REQUIRED BY MONTREAL, FIVE WERE ACCOMPLISHED WITH ONE TO COMPLETED. VANCOUVER DEFERRED ACTION THIS CAMPAIGN TO CONCENTRATE ON CAMPAIGNS 2 AND 5.

6 CAMPAIGN NO. 6 (VANCOUVER) REQUIRED NO ACTION EXCEPT FOR PREPARATION OF CONTACT LETTER TO BE MAILED IN SECOND QUARTER.

7. INFOROAD SERVICE SIMILAR TO THAT PROVIDED BY USTS IN TORONTO WAS EXTENDED TO VANCOUVER AND MONTREAL DURING QUARTER. ADDITIONALLY, MONTREAL CARRIED ON ACTIVE PROGRAM OF ADVERTISING TRADE SHOWS THROUGH SELECTIVE MAILINGS.

8. ACTIVITY NO. 1, EXPERIMENTAL REGIONAL TRADE PROMOTION PROGRAM. PROGRAM DEVELOPED AT JOINT MEETING WITH COMMERCE DISTRICT OFFICE DIRECTORS FROM BUFFALO, CLEVELAND AND PITTSBURGH, EMBASSY AND CONSULAR OFFICERS (TORONTO 1794, OCTOBER 18, 1976). TIMETABLE OF NEW PROGRAM SUBMITTED WASHINGTON (TORONTO A-116, NOVEMBER 23, 1976). TORONTO PARTICIPATED IN MIDWEST EXPORT MATCHMAKER CONFERENCE IN CHICAGO, OCTOBER 1976 AND EXPORT DEVELOPMENT SEMINAR IN PITTSBURGE (TORONTO 2286, DECEMBER 13, 1976 AND A-126, DECEMBER 15, 1976). MAJOR ACTIVITIES IN EXPERIMENTAL PROGRAM WILL BE REPORTED SEPARATELY BY TORONTO AS THEY OCCUR AS WELL AS UNCLASSIFIED

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BEING NOTED IN QUARTERLY CCP REVIEW.

9. ACTIVITY NO. 4. VANCOUVER FACILITATED THREE WINE TASTINGS WHICH LED TO INCREASED LISTING OF CALIFORNIA WINE WITH BRITISH COLUMBIA LIQUOR ADMINISTRATION BOARD (VANCOUVER A-1, JANUARY 10, 1977).

10. ADJUSTMENTS IN TORONTO CCP ACTIVITIES AND DEVELOPMENT OF CALGARY CCP CONTRIBUTION WILL BE REQUIRED BECAUSE OF TRANSFER OF COMMERCIAL POSITION FROM TORONTO TO CALGARY DURING SECOND QUARTER FY 1977.
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